

Organ and Christmas Carols at 9 and 5:15  
Chimes and Brass Quartette at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER  
Mostly Cloudy

# When Quick Service Counts Most This Big Wanamaker Store Can Help Most

## From the Writings of the Founder

**The City's Christmas Chimes**  
On Broadway, a little above the Wanamaker Store in New York, is the Old Grace Church.

In the old steeple the musical geniuses preside over its bells, touch hammers little and big and the sky is filled with songs like unto the songs of angels.

Ring and rolling soft and sweet over the roofs from that old belfry there floats a message of good will and cheer to every living soul.

Wherever there is a bell in any city the thoughtful bell ringer will join in the Christmas carol of the bells.

There is no human hand that cannot ring a joy bell for two persons on Christmas morning—for himself and another; it only takes a kindly heart and a few minutes devoted to doing something in which we will be your helpers if you are so minded.

This is our rope to give your heart a vigorous pull.

(Signed) *John Wanamaker*

## Many Gifts People Want Are in Gold Jewelry For Women

Bar pins and brooches	\$2.50 to \$92
Logrorns	\$16 to \$41
Bracelets	\$10 to \$100
Collar pins, a pair	\$2.50 to \$11.50
Rings	\$4 to \$64
Thimbles	\$3.75 to \$8.50
Lingerie Clasps	\$2 to \$12
Earrings	\$9 to \$55
Gold bags	\$225 to \$675

### For Men

Cigar cutters	\$11.50 to \$17
Cigarette cases	\$100 to \$285
Match boxes	\$18 to \$61
Cuff buttons, a pair	\$6.50 to \$40
Scarf pins	\$4 to \$50
Rings	\$10 to \$50
Waldemar chains	\$10 to \$70
Gold buckles and belts	\$14 to \$58
Dress sets	\$25.50 to \$330

(Main Floor)

## Women Like Useful Gifts Such as Raincoats

Any number of pretty light-weight oil silk raincoats and raincapes are going out as Christmas gifts. They certainly are the favorite kind.

The raincoats are cut extremely full with belt and pocket slits, strap cuffs and collar which buttons high. They are waterproof and have reinforced seams. All good shades, \$20.

Oil silk raincapes, full and long, \$25.

(First Floor)

## Has She Motor Boots?

One doesn't need a motor to enjoy them. They are the nicest things to slip on over frail evening slippers, no matter how one travels.

Made of black kid or velvet, with rubber soles, shaped for heels. Fur-trimmed around top and down front. Tied with ribbon bows, and daintily lined with white quilted material.

\$10 a pair in velvet; \$12 in kid.

(First Floor)

## You Can't Go Wrong on Silks

Almost any woman is delighted with a lovely silk dress pattern, or even enough rich brocade to make a handsome bag.

(First Floor)

## She Will Be Certain to Like Slipper Buckles

French cut steel or bronze; rhinestones; enamel, metal, wood and many other kinds included between \$1.75 and \$100 a pair.

A wonderful collection.

(First Floor)

## A Gift She Can Sleep In

Dainty nightgowns of crepe de chine or radium silk, in orchid, pink, peach or blue. Made in simple tailored style with shoulder straps and shirred front.

Regular sizes, \$5. Extra sizes, \$7.50.

(Third Floor)

## To the Woman Who Wears All-Black

THE Little Salon of Mourning Apparel has at present some admirable coats of bolivia, lined with black crepe de chine and warmly interlined. Sizes from 14 for girls to 44 for women; price \$7.50.

Coats with black fox collars and cuffs are in 16

(Third Floor)

to 44 sizes; price, \$155.  
Beaded blouses of black crepe de chine, \$20 to \$40.  
Handbags, at \$5.75 to \$30.  
Bead chains with ball or tassel pendants, \$2.50 to \$14.  
Neckwear of net, organdy and white crepe, \$1.50 to \$4.50.



## Travelers Want One Thing—Good Luggage

And they will need it soon, too, for after Christmas people start for Florida, California and the Meritanean, and much of the pleasure of the trip depends upon the luggage.

There is no secret about the fact that the majority of men and women prefer to come to Wanamaker's Leather Goods Store, where they are sure to find the best kinds of luggage made. It is

(Main Floor)

## Treasures From the Orient

Many exquisite personal ornaments are to be had in the Oriental Store—objects of jade, rock crystal, topaz, carnelian, amethyst and other semi-precious stones.

Earrings start at \$17.50 for carnelian and end at \$350 for jade. Necklaces begin at \$25 for white jade on a white knotted string and end at \$285 for pink tourmalines.

Pendants start at \$15 for rock crystal and end at \$550 for jade.

(Main Floor)

## The Sound of Music on Christmas Morning

is a beautiful speech with which to express your love.

It is a voice that will speak with eloquence throughout the years. It will give more genuine and lasting pleasure than almost anything else you could choose.

It may be a good phonograph—priced from \$25 to \$1275.

Or a good piano, player-piano or reproducing piano—priced from \$385 to \$3500.

Two things you can be sure of—that if purchased at Wanamaker's it will be the best of its kind; and that if purchased before Saturday's closing hour it will be delivered (within reachable limits) by Christmas morning.

(Second Floor)

## Lamps Again

Adjustable brass reading lamps, some with smokers' attachments, and some with goose-neck arms, complete with metal shades, \$5 to \$33.50.

Torchieres with mica cylinders and polychrome standards, \$2.50. Substantial 9-inch candlesticks in three styles, with dull mahogany finish, 45c each.

(Fourth Floor)

## The Newest Fur Cap Is Shaped Like Any Other Cap

A golf model, typically English in appearance, and an exclusive Wanamaker creation.

Men have taken to it with a zest because it combines the outdoor comfort of fur with the smart appearance of cloth caps. It has the stiff visor effect in front, rather full and round in the back and a fur band that pulls

down over the ears runs around the outside.

It seems that every man who motors or who follows outdoor sport wants one and the new fur caps are marching into Christmas boxes as fast as they can go.

Neck Seal	\$20
Sealine	\$25.50
Beaverette	\$30
Woolies	\$30

(Main Floor)

## TOYS TOYS TOYS

Santa's little elves are packing his sleigh to the top and everything's 'most ready for his once-a-year ride over the world.

In case anything's forgotten, we're whispering to Santa that he is sure to find it in the Toy Store—and will find it right up to the last minute.

Something new every day.

(Seventh Floor)

## Children's Song Books for Christmas

Whether mother plays for them or they, themselves, play, such books will be welcomed. There is a large collection of cloth-bound volumes among them:

Illustrated Mother Goose, \$1.50.  
Poulson's Holiday Songs, \$2.50.  
Small Songs for Small Singers, with colored illustrations, \$2.  
Songs of Happiness, \$1.75.  
Also, all the various folk-dance books.

(Second Floor)

## New Frocks for Christmas for Tiny Girls

Little girls will look their sweetest in them, for they are dainties, lawn, barred muslins, batistes and dotted Swisses and there are some extra pretty net dresses with ribbon trimmings for parties.

Nearly all have a touch of color in the collar and cuffs or are smocked or hand stitched in color. In sizes 2 to 6 years, \$2.50 to \$10.

(Third Floor)

## Slipping Into Slippers Is a Man's Dream at Night

COMFORT, solid comfort. And there's Christmas thought in that fact.

For father, or brother, or that jolly uncle of yours there's hardly a little gift that would find such a big welcome.

When it comes to selecting the slippers there surely isn't a place with as much helpfulness as Wanamaker's.

### The Fine Slippers From England Are in the London Shop

Every pair made abroad, just for Wanamaker's, and they surely are the best.

Felt slippers, with leather soles. Blue or brown checks or brown plaids, \$3.50.

Tan or black kid Romeos, \$7.  
Opera slippers, in tan, maroon or black, \$6.50.

Bath slippers in scarlet or maroon, with soft black leather soles, \$6.50.

(The Gallery)

### Lots of Novelty Slippers in the Shoe Store

Most striking of all are the Russian boots in leather of most any color—red, black patent leather, white, gray, purple and hosts of others. Around the tops there are big, puffy bands of velvet, or gold bands or just leather bands in contrasting colors.

With them are slippers of every conventional shape, as well as any number with different touches here and there.

Felt slippers, \$1.90 to \$3.25.  
Leather slippers, including Indian moccasins, \$2.75 to \$10.

(Main Floor)

## Make It Gloves!

If you want to give something useful, in good taste, and always doubly acceptable in a Wanamaker box.

Men's, \$1 to \$16.50 a pair.  
Women's, \$1 to \$45.  
Children's, 75c to \$3.50.

(Main Floor)

REMEMBER as the time grows shorter that the Book Store is always a splendid resource. All kinds of books are in it, from the oldest of old friends to the newest and latest.

(Main Floor)

## Superb Down-Filled Quilts

Covered with richest satin, some handsomely trimmed with lace, some in applique, all of magnificent quality and marked at the lowest price we have ever known for such superb quilts—\$50 each.

Blue, rose, gold and tan shades.

(Sixth Floor)

## Linens Are Standard Home Gifts

In fact, they are in the front rank of standard home gifts, provided they are linens of quality.

Here are only a few of many groups of household pieces absolutely safe to give, because they are of a quality absolutely certain to satisfy.

Hemstitched pillow cases, of fine, heavy Irish linen, 22½x36 inches, exceptionally good at \$3 a pair.

Hemstitched damask dinner-sets, comprising one table cloth, 66x66 inches, and half a dozen 20-inch napkins, all excellent quality, \$12.75 a set.

Madeira hand-scalloped and hand-embroidered bread-tray doilies, 6x12 inches, 50c each.

(First Floor)

## There Ought to Be a Lot of Fun in What You Give a Boy

Something to play with that will make him feel like a king among the other fellows.

If it is going to bring the real smile of pleasure to his face it most likely will come from the Sporting Goods Store.

(The Gallery)

Special footballs of pebble-grain leather, \$1.50 and \$1.75.  
Other footballs, \$3.50 to \$9.  
English soccer balls, \$3.50 to \$8.  
Basketballs, \$4 to \$13.50.  
Striking bags, \$3.50 to \$8.  
Boxing gloves, \$3.50 to \$11 the set.  
Combination game sets, \$7 to \$10.

## Rich, Beautiful Gifts in Pickard Ware

All that coin-gold encrustations and rich floral decorations in natural colors can contribute to the enrichment is wonderfully exemplified in Pickard china.

This is a gift ware in the fullest sense of the word, possessing in the highest degree the ornate quality peculiar to gold and floral embellishments.

(Fourth Floor)

## The Best Collection of Gifts for Smokers

Is undoubtedly at Wanamaker's.

Smokers' stand of decorated iron, of brass and of mahogany are in dozens of different styles at \$8 to \$20, including unusual character stands, at \$4.

Then there are ash receivers, smokers' table sets, jars and boxes for tobacco, cigars and cigarettes, nests of gay little ash trays in bright colors, etc.

All moderately priced.

(Fourth Floor)

## Speaking of a Happy Hunting Ground for Gift Givers—

## This Wonderland of Gift Furniture

is as happy as ever was seen and as busy. There is pleasure in choosing furniture because it is so easy to pick out the very piece one likes.

There is two-fold pleasure in choosing where the assortment of things people like is so incom-

parably large and irresistibly interesting.

The gift of Wanamaker furniture may be the simplest footstool or a masterpiece of cabinet-work in a classic design.

It may be a mufin stand, a writing desk, a sewing cabinet, a tea

(Fifth Floor)

wagon, a luxurious easy chair for some dear old person, or it may be any one of scores of other things.

But what it means to choose from this collection can be fully appreciated only by those who come here to do their choosing.